

# WORKFORCE OBSERVATIONS

## FOR NORTH CENTRAL WISCONSIN COUNTIES

### August 2003



State of Wisconsin  
Department of Workforce Development  
Local Workforce Planning Section

#### A mixed picture in July

The July unemployment rate in **Adams County** was 0.4 percent lower than the typical July rate. This was exceptional among North Central Wisconsin counties, where rates ranged from 0.5 percent to 2.7 percent above typical July levels. The leisure & hospitality sector dominated June-to-July job growth as well as July 2002-to-July 2003 job growth. Each month of this year information, professional, business & other services has posted fewer jobs than the same month last year.

**Forest County's** unemployment rate was 0.8 percent above its typical July level. Only twice in the last year has the rate been further above its typical monthly level. Leisure & hospitality continues to account for most job growth, but not enough to overcome a peculiarly sharp drop in January. Education & health services has only posted more jobs in 2003 than in 2002 for two months. Except for a sharp drop in January, information, professional, business & other services seems to be following last year's trends.

In **Langlade County**, the unemployment rate was 2.7 percent above its typical July level, further above typical than it has been at any point in the last year and 1.8

percent higher than last July's rate. Over the summer, manufacturing has come closer to matching last year's employment figures than it had in winter or spring. Retail & wholesale trade shed fewer jobs this July than last July. Except for adding 35 jobs in January, education & health services has followed last year's stable trends.

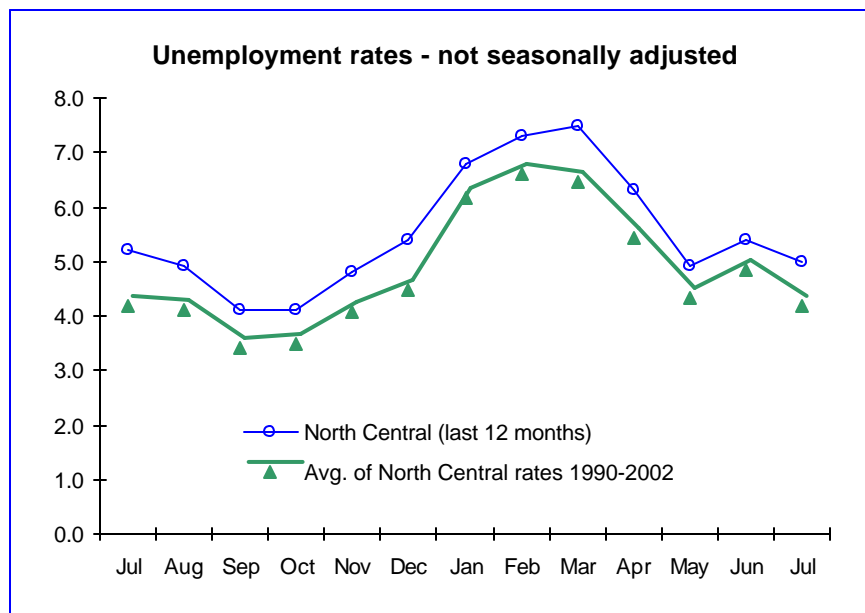
At 1.1 percent above its typical level, the **Lincoln County** unemployment rate was roughly in the middle of the range it has spanned over the last year (0.2 percent above typical to 1.9 percent above typical). Leisure & hospitality is the only sector with substantially more jobs this year than last, while manufacturing held steady well below last year's monthly job estimates. Construction held steady instead of peaking as it did last July.

**Marathon County's** July unemployment rate was as high above typical levels as it has been any time during the past year. Despite the atypical loss of jobs in July, manufacturing still posted more jobs this July than last. April through June, education & health services posted numbers that matched last year's,

so it is encouraging to see a July job estimate further above the 2002 estimate that any 2003 estimate has been. As every month this year, leisure & hospitality and wholesale trade reported more jobs than last year.

The unemployment rate in **Oneida County** was 1.1 percent above the typical July rate, which is not as far above typical levels as most of the last year has been. Leisure & hospitality continues to generate most of the job growth. Retail & wholesale trade posted smaller job gains this June and July than last year at the same time. Job gains in manufacturing were extremely modest for this time of year, but four months of small gains are welcome after nine months of losses.

**Portage County's** unemployment rate was 0.6 percent above its typical July level and 0.7 percent below last July's level. Manufacturing gained more jobs than in any month since last July, but remains nearly 600 jobs below last July's employment estimate, largely due to job losses September through April. Retail & wholesale trade has posted fewer jobs for every month of 2003 than the same month of 2002.



At 1.0 percent above its typical July level, **Vilas County's** unemployment rate was roughly in keeping their levels since they jumped in December. Information, professional, business & other services has gained few jobs since March, especially in light of the losses it experienced September through February. While leisure & hospitality gained nearly enough jobs in July to meet its 2002 level, retail & wholesale trade has been falling further behind its 2002 levels all summer.

**Wood County** reported an unemployment rate 1.2 percent above the typical July level, which is roughly in line with rates from much of the past year. Manufacturing has posted fewer jobs for each month of 2003 than the same month of 2002. The sector edged slightly closer toward closing the gap, but has a long way to go before recovering from continuous job losses from last July through this February. June-to-July gains in education & health services were small, but comparing last July to this July, the sector dominates job growth. Leisure & hospitality was the only other one to add many jobs.

## Employment by industry estimates - not seasonally adjusted

	Wisconsin		Adams		Forest		Langlade		Lincoln					
	Jul 2003	1-month change	Jul 2003	1-month change	Jul 2003	1-month change	Jul 2003	1-month change	Jul 2003	1-month change				
Total jobs, all indstries*	2,800,500	-30,700	4,800	-60	120	-60	-70	3,700	-60	250	12,200	-140	-40	
Const., min'g & nat. resources	131,600	1,800	-8,400	300	10	30	-20	160	0	10	490	0	-70	
Manufacturing	518,900	-100	-14,400	450	0	10	-30	520	10	0	3,600	0	-100	
Trade (wholesale & retail)	441,100	1,500	6,100	580	-50	0	-10	680	-10	30	1,780	0	-20	
Transport, Wrhsing, Utilities	103,600	-3,000	1,400	150	0	0	-20	180	-10	0	330	-30	-40	
Financial activities	159,100	0	3,900	90	0	0	10	190	0	0	770	-10	10	
Education & health services	362,100	-700	4,900	450	0	0	30	320	0	50	960	10	20	
Leisure & hospitality	262,700	5,700	3,000	920	80	130	-60	290	10	50	1,240	30	120	
Info, prof, bus. & other srvc	441,900	3,200	11,800	350	0	-80	0	270	-10	-10	1,010	0	0	
Government	379,500	-39,100	-3,500	1,170	-100	50	100	1,070	-60	130	2,100	-130	40	
Civilian Labor Force**	3,167,700	1,980	76,000	9,400	-10	450	30	10,200	-210	310	15,300	70	210	
Employed	2,992,300	8,500	65,100	9,000	10	430	0	9,400	-140	120	14,400	60	230	
Unemployed	175,400	-6,500	10,900	370	-20	10	30	860	-70	200	920	10	-20	
Unemployment rate (%)	5.5	-0.2	0.2	3.9	-0.3	-0.1	7.0	8.4	-0.5	1.8	6.0	0.0	-0.3	
	Marathon		Oneida		Portage		Vilas		Wood					
	Jul 2003	1-month change	Jul 2003	1-month change	Jul 2003	1-month change	Jul 2003	1-month change	Jul 2003	1-month change				
Total jobs, all indstries*	70,500	-800	700	20,200	350	330	610	50	9,400	0	-520	43,900	-1,110	310
Const., min'g & nat. resources	3,100	100	0	1,540	20	40	10	-90	980	-10	10	1,710	20	-90
Manufacturing	18,500	-400	100	1,440	10	-180	700	-590	410	0	-100	8,000	50	-370
Trade (wholesale & retail)	14,400	100	200	4,200	60	-140	30	-360	1,510	30	-150	6,200	-90	-110
Transport, Wrhsing, Utilities	2,600	-200	-200	390	-20	-10	0	-50	90	-10	-20	3,200	-140	80
Financial activities	4,300	0	-100	580	20	40	20	50	330	10	30	1,160	0	70
Education & health services	6,800	200	200	3,200	0	50	40	180	740	-10	40	11,100	10	660
Leisure & hospitality	5,400	100	200	3,900	470	880	-20	540	2,800	330	0	3,100	50	320
Info, prof, bus. & other srvc	8,300	100	100	2,500	40	-290	30	60	410	10	-460	4,900	-140	0
Government	7,100	-800	200	2,500	-250	-50	-190	320	2,200	-360	130	4,600	-860	-250
Civilian Labor Force**	79,100	0	2,100	24,800	550	420	900	460	13,200	300	480	42,000	-510	530
Employed	75,600	50	1,870	23,700	660	480	1,180	710	12,600	350	250	39,600	-400	950
Unemployed	3,500	-50	250	1,120	-110	-60	-280	-250	610	-50	220	2,400	-110	-420
Unemployment rate (%)	4.4	-0.1	0.2	4.5	-0.6	-0.4	4.8	-0.8	4.6	-0.6	1.5	5.7	-0.1	-1.0

\*Includes jobs with employers in area. \*\* Includes labor force participants residing in area. Estimates are NOT seasonally adjusted. Current month estimates are preliminary.  
Numbers 2,000 and greater are rounded to nearest 100. Numbers under 2,000 are rounded to nearest 10. Sub-units may not add to totals due to rounding.